

IDEATION PHASE

Brainstorm & Idea Prioritization

Project Name	Inventory Management System for Retailers.
Team ID	PNT2022TMID34246

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- ⌚ 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 2-8 people recommended

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Need some inspiration?
See a finished version of this template to inspire your work.

[Open example](#)



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listening and Grouping

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Brainstorm
Write down any ideas that come to mind that address your problem statement.
[10 minutes](#)

Tip

You can select a sticky note if you don't want to do so, just drag it to the top right corner.

Pradeep Sriram T

Pritisha T S

Withyavathian K V

Shahamud Shiham S

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Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
[20 minutes](#)

Product Inventory

Customer Manager

Supplier Manager

Sales Product

Account Statistics

Expansion of products

Tip

Add customer tags to sticky notes to make it easier to find, organize, and categorize important ideas in clusters within your board.

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Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

The grid plots ideas based on Importance (Y-axis) and Feasibility (X-axis). A curved line separates the top-right quadrant (High Importance, High Feasibility) from the others. Ideas are placed in colored boxes: red for 'Avoid', orange for 'Consider', green for 'Pursue', and purple for 'Investigate'.

Importance
If each of these tasks could get accomplished, what's the most positive impact?

Feasibility
Degree of how easy it is to make your idea happen (based on time, cost, complexity, etc.)

TIP
Participants can use their intuition to place ideas. The facilitator can confirm the ease by using the H key on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save to your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

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A sequence of four icons showing the progression from idea generation to prioritization and final selection.

Entire Pitch:

Brainstorm & idea prioritization

Use this template to brainstorm ideas and prioritize them. The template includes a grid for prioritizing ideas based on importance and feasibility.

[View template](#)

Define your problem statement

Define your problem statement. This template includes a grid for defining your problem statement.

[View template](#)

Workflows

Define your workflows. This template includes a grid for defining your workflows.

[View template](#)

Group ideas

Group your ideas. This template includes a grid for grouping your ideas.

[View template](#)

Prioritize

Prioritize your ideas. This template includes a grid for prioritizing your ideas.

[View template](#)

After you collaborate

After you collaborate. This template includes a grid for sharing your ideas.

[View template](#)

A sequence of icons representing the steps of the entire pitch process: Brainstorming, Problem Statement, Workflows, Grouping Ideas, Prioritization, and Collaboration.